Carlson **Consulting** Enterprise

The Carlson Consulting Enterprise is a unique management consultancy and academic program that brings the brightest student minds to bear on significant business challenges for our clients.

CCE consultants use a structured approach to address each client's strategy or operational challenge. Our consultants excel at gathering insights needed to clarify issues and analyzing the data at the heart of a business question. They rigorously evaluate the alternatives and develop fact-based recommendations for our clients.

The result: professional-grade work that addresses your business challenges.

Case Study

Situation

Medtronic, Inc. engaged the CCE to perform a detailed market analysis of the interventional pain management market. The student team was tasked with analyzing overall market dynamics and evaluating an array of opportunities to determine which had the biggest potential for growth and fit for Medtronic.

Approach

The CCE team identified the issues and sensitivities inherent to the project, then devised a highly structured research plan that included interviews with key stakeholders as well as extensive primary market research. They examined patient needs, decision-making processes, system gaps, emerging technologies, and more.

Result

Following an in-depth analysis, the students developed detailed recommendations on segments and technologies for the company to consider. According to Medtronic Marketing Director Hijaz Haris, their work was "on par with leading management consulting companies."

Client Benefits

- Clear insights and data-driven recommendations
- Unbiased perspective on your firm's challenges
- Opportunities to connect with high-caliber Carlson School MBA and undergraduate students

Project Timing

Fall: 14-week projects, Sept 7-Dec 11
Spring: 14-week projects, Jan 25-May 6
Spring B: 7-week projects, Mar 28-May 13

Consulting fees range from $5,000-$50,000 depending on project scope and complexity

For More Information

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Our Consultants

Carlson Consulting Enterprise consultants include both MBA and undergraduate students. Our MBA students have an average of 5 years of work experience in diverse industries and functional positions, and boast an impressive average GMAT of 720 (94th percentile). Our undergraduate students are juniors in the Carlson School's highly-selective program and have an average GPA of 3.85.

Recent Employers

3M Accenture Bain&Company Boston Consulting Group Capital One Cargill Chartis Cognizant Cummins Deloitte Consulting Dish Eaton Ecolab EY FedEx Gallup General Mills Groupon Honeywell IBM Kohl's Land O'Lakes Lands End LinkedIn McKinsey&Company Medtronic Optum Target Thomson Reuters Thrivent Valspar

Our Clients

3M
Admission Possible
Allianz Life
American Institute of Architects
Best Buy
Bush Foundation
Cargill
Carlson Companies
Carlson School of Management
Cedar Riverside Partnership
CBRE
Cemstone
Colder Products
Coloplast
College Readiness Consortium
Covidien
Cummins Power Generation
Deloitte Consulting
Deluxe Corporation
Donaldson Company
Ecolab
General Mills
Goodwill/Easter Seals
Groves Academy
Imation
Ingenix Consulting
Interfacial Solutions
Itasca Project
Joyce Pre-School
Koozala
Lifetime Fitness
Marvin Windows and Doors
Mayo Clinic
McKesson
McKnight Foundation
Medtronic
Minneapolis Public Schools
Minnesota Children's Museum
MN Dept of Employment and Economic Development
National Religious Partnership for the Environment Northside Job Creation Team
Optum Health
Outward Bound
Ovative
Polaris Industries
ReelWorks Animation
Restaurant Technologies, Inc.
Select Comfort
Smead Manufacturing
St. Paul Foundation and Minneapolis Community Foundation
State of Minnesota
Supervalu
Talenti
Target
Taylor Corporation
Thomson Reuters
Thrivent Financial
Toro
United Healthcare
United Way
University of Minnesota Athletic Department
University of Minnesota College of Pharmacy
Valspar
Walker Art Center
Wells Fargo

Carlson **Consulting** Enterprise: Real world. Real results.